## **ORDER**

105009 Order / Rev: Orders 06837954 Alt Order #:

OBAMA FOR AMERICA Product Desc:

1536 Estimate: 09/18/12 - 09/24/12

Flight Dates: 08/01/12 / 09/05/12 Original Date / Rev:

GENERAL Order Type:

Amy McCreary Primary AE:

Sales Office:

Sales Region:

**BLPHI** National

Agenc**y** 

Name:

**Buying Contact:** Billing Contact:

Washington Harbor Washington, DC 20007

GMMB, Inc./ Washington D.C.

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

15%

00:05:00

Broadcast EOM/EOC

Advertiser

Name:

Priority:

Obama for America

Demographic:

A35+

**Product Codes:** 

PLC01-Democrat

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Bill Plan		<del></del>	Avacuat	Net Amount
Start Date	End Date	# Spots	Gross Amount	Net Amount
		120	\$25,180,00	\$21,403.00
08/27/12			\$25,180.00	

**Totals** 

lotais			Net Amount	Rating
Month	# Spots	Gross Amount	Net Amount	
	L	\$25,180.00	\$21,403.00	0.00
September 2012	120	φ23,100.00	4	0.00
	420.	\$25,180.00	\$21,403.00	0.00
Totals	120			

**Account Executives** Order % Start Date / End Date Sales Region Sales Office Account Executive 100% Start Of Order - End Of Order Amy McCreary

Total Share Order Share \$25,180.00 30% KSNV \$83,933.33 100% Market

Competitive Share	Share	Total
	0%	\$0.00
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT		\$0.00
KINC	0%	* :
KLAS	26%	\$21,822.67
KLVX	0%	\$0.00
	0%	\$0.00
KSNV-	19%	\$15,947.33
KTNV	1%	\$839.33
KTUD	20%	\$16,786.67
KVVU		\$0.00
KVMB	0%	•
LV1	0%	\$0.00
UNKWN	4%	\$3,357.33

Ln 1	Ch KSNIV	Start 09/18/12	09/21/12	Inventory Code M-F 5-6a WakeUp M-F 5-6a WakeUp	MgsW\w	Start/End T 5-6a	ime Days -TWTF	Len Spots	Rate Pri 4 \$90.004	Rtg Type S 0.00 NM	Spots 4	Amount \$360.00
	NEWS <u>Start</u> 09/1	12 4.11	End Date 09/23/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$90.00	Rating 0.00					

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Order / Rev: Alt Ordér #:

Flight Dates:

105009

06837954

09/18/12 - 09/24/12

Advertiser:

Obama for America

Product Desc:

OBAMA FOR AMERICA

Estimate: 1536 KSNV

Ln Ch	Star	t End	Inventory Cod		k Start/End	Time Days	Len S	pots	Rate Pr	i Rtg Type	Spots	Amount
NI=\A/O	S AFTER	NITI	News 3 in Prim	е								
	tart Date		<u>Weekdays</u>	04-001	. 5.						•	
Week: 0		09/23/12	S	Spots/Wee	<u>k Rate</u> 1 <b>\$4</b> 50.00	<u>Rating</u> 0.00						
		/12 09/21/12	M-F Jeopardy	СМ	630-7pm	-TWTF	:30	4	\$230.004	0.00 NM	4	\$920.00
JEOP												
Week: 0		09/23/12	<u>Weekdays</u> -TWTF	Spots/Wee	<u>K Rate</u> 4 \$230.00	Rating 0.00						
E 39 KSNV JEOP		/12 09/24/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	M	:30	1	\$230.004	0.00 NM	1	\$230.00
	tart Date	End Date 09/30/12	Weekdays M	Spots/Weel	<u>Rate</u> 1 \$230,00	Rating						
		/12 09/21/12	M-F Wheel	СМ	7-730pm	0.00 -TWTF			*****			
WHEE			M-F Wheel of F		7-730pm	- I W   ;	:30	4	\$230.004	0.00 NM	4	\$920,00
Week: 09		End Date 09/23/12	Weekdays TWTF	Spots/Weel		Rating 0.00						
E41 KSNV	09/24/	12 09/24/12		СМ	7-730pm	M	:30	1	\$230.004	0.00 NM	1	\$230.00
WHEE	:L		M-F Wheel of F	ortune						1	-	. = - 2,00
<u>St</u> Week: 09	art <u>Date</u> 9/24/12	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week	Rate \$230.00	Rating 0.00						
E 42 KSNV	09/18/	12 09/21/12			730-758pm	-TWTF	:30	4	\$125.004	0.00 NM	4	\$500.00
	TO FACE		Face to Face w/					·;	7,10.001	0.00 14101		950 <u>0.00</u>
<u>اد.</u> Week: 09		End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 4		Rating						
		12 09/24/12			730-758pm	0.00 M	120		0405.004			
	TO FACE		Face to Face w/			M	:30	1	\$125.004	0.00 NM	1	\$125.00
Week: 09		End Date 09/30/12	<u>Weekdays</u> M	<u>Spots/Week</u> 1	<u>Rate</u> \$125.00	Rating 0.00						
E 44 KSNV JEOPA		12 09/22/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	S-	:30	1	\$150.004	0.00 NM	1	\$150.00
	art Date	End Date 09/23/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E 45 KSNV	09/22/1	12 09/22/12	Wknd Wheel of F		7-730pm	S-	:30	1	\$150.004	0.00 NM	1	\$150,00
WHEEL	<u>.</u> ı <u>rt Date</u>	End Date	SAT/ Wheel of F		·			·	7V.VV7	O.OO INIVI	I	υυ,υστφ
<u>عاد</u> Week: 09		End Date 09/23/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E46 KSNV			Vegas Inc. Vegas Inc.	СМ	6:30-8pm	S-	:30	1	\$100,004	0.00 NM	1	\$100.00
VEGAS			J									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/ E47 KSNV	******	09/23/12	S- Mon PR 10-11p	1	\$100.00	0.00						
REVOL		2 03/24/12	Monday Prime 10	CM 0-11pm	10-11pm	M	:30	1 \$	51,000.004	0.00 NM	1	\$1,000.00
Sta Week: 09/	<u>rt Date</u> 24/12	End Date 09/30/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00				ľ		
E 48 KSNV	09/19/1	2 09/19/12	Wed PR 10-11p	СМ	10-11pm	W	:30	1 \$	1,000.004	0.00 NM	1	\$1,000.00
DATELI	NE		Wednesday Prim	e 10-11pm				. *	,	5,00 (NIV)	1	Ψ1,000,00
	<u>rt Date</u>	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating						
E 49 KSNV					9-10pm	0.00	:30	4	\$400.004	0.00.1		A 4== :
				2	- 100111	3-	.50	1	\$400.004	0.00 NM	1	\$400.00

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Order / Rev:

105009

Advertiser:

Obama for America

Alt Order #:

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Product Desc:

OBAMA FOR AMERICA

KSNV

Flight Dates:

09/18/12 - 09/24/12

Estimate:

1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Гime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
				Sat PR 9-10p	. 40						<u> </u>	<del></del>	
ı	NBC PI	RIME		Saturday Prime 9	9-10pm								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				Ī	i	
	ek: 09/		09/23/12	S-	1	\$400.00	0.00						
E 50	KSNV	09/22/	12 09/22/12	Sat PR 10-11p Saturday Prime 1	CM IO 11pm	10-11pm	S-	:30	1	\$500.004	0.00 NM	1	\$500.00
1	NBC PF	RIME		Saturday Filmle	io-i ipili								
		rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
	ek: 09/		09/23/12	NFL Football	1	\$500.00	0.00		<del></del> -	<b>.</b>	*		
E 31	KONV	09/23/	12 09/23/12	NFL Football	CM	1P-9PM	S	:30	1	\$4,000.004	0.00 NM	1	\$4,000.00
5	SUN NI	GHT FT	BL		÷								
101-		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 09/		09/23/12	M-F News 3 at El		\$4,000.00	0.00	.00		0055.00.4	0.00.101		*
L 02	KONV	03/10/	12 03/21/12	M-F News 3 at El		11pm-1135p	om -TWTF	:30	4	\$255,004	0.00 NM	4	\$1,020.00
1	NEWS												
10/0		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 09/		09/23/12	-TWTF M-F News 3 at Eli	even CM	\$255.00 11pm-1135p	0.00 m M	.20		<b>0055 004</b>	0.00.1114		
L 00	I CON V	031241	12 03/24/12	M-F News 3 at El		i (biii-) i səh	)111 M	:30	1	\$255,004	0.00 NM	1	\$255.00
1	VEWS												
١٨/-	<u>Sta</u> eek: 09/	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
			09/30/12 12 09/22/12	Sa-Su News 3 at	FlevenCM	\$255.00 11pm-1135p	0.00 mS-	:30		<b>#225 004</b>	0.00.4114		4005.00
				-Sa-Su-News 3 at				:30		\$225.004	0.00 NM	1	\$225.00
1	NEWS												
We	<u>Sta</u> ek: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$225.00	Rating						
			12 09/23/12	Sa-Su News 3 at	ElevenCM	11pm-1135p	0.00 mS	:30	1	\$255.004	0.00 NM	1	\$255.00
				Sa-Su News 3 at		T I DITT T TOOK		.00	•	Ψ2.00.004	O.OO INIV		φ200.00
١	VEWS												
We	<u> Stal</u>  ek: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$255.00	Rating 0.00						
			12 09/21/12	The Tonight Show	/ CM	1135p-1237a		:30	4	\$110,004	0.00 NM	4	\$440.00
				Tonight Show	· • • • • • • • • • • • • • • • • • • •	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		.00	7	Ψ110,004	O.OO INIVI	4	φ440.00
L	ENO		E 10 (	184 ( )									
We	<u>5ta</u> ek: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$110.00	Rating 0.00		٠				
				The Tonight Show		1135p-1237a		:30	1	\$110.004	0.00 NM	1	<b>\$1</b> 10.00
				Tonight Show		,				<b>V</b> 110.001	0.00 11101	'	ψ110.00
. !.	ENO.	d Data	Cad Data	Madulaus	O18411-	D-1-	D. C						
We	<u>عری</u> ek: 09/2	<u>t Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$110.00	Rating 0.00						
			2 09/21/12	Late Night w/Fallo	n CM	1237a-136ar		:30	4	\$40.004	0.00 NM	4	\$160.00
_				Late Night w/Fallo	on							·	*
ŀ	ALLON Star	ı <u>t Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Data	Dating						
We	ek: 09/		09/23/12	-TWTF	<u>50015/4466K</u>	<u>Rate</u> \$40.00	Rating 0.00				l		
E 59 I	KSNV	09/24/1	2 09/24/12	Late Night w/Fallo	n CM	1237a-136ar		:30	1	\$40,004	0.00 NM	1	\$40.00
г.	ALLON	,		Late Night w/Fallo	on								
r		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 09/2		09/30/12	M	1	\$40.00	0.00				ļ		
E 60	KSNV	09/22/1	2 09/22/12	Saturday Night Liv	re CM		?amS-	:30	1	\$400.004	0.00 NM	1	\$400.00
c	NL.			Saturday Night Liv	/e						ľ		
3		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 09/1		09/23/12	S-	1	\$400.00	0.00						